

Rep Order# 6870824	Ver# 1	Status New	Traffic Order#	Printed: 11/09/2012 1:16 PM	1 of 2
EC'd Yes				Last Received: 11/09/2012 1:02 PM	
				Showing Buylines: All Lines	

Station WVBT-TV NORFOLK, VA.	Agency () STRATEGIC MEDIA SVCS	Rep Firm
Advertiser () API	3299 K STREET NW SUITE #200	Sales Office () PHILADELPHIA
Product A.P.I. TARGET	WASHINGTON, DC 20007	Salesperson () ANJIE BRADY
Estimate#	Agency C/P1/P2/E	
Buyer NEIL WILLIAMS	Flight Dates 11/12/2012 - 11/18/2012	Salesperson Phone# 215-567-6005
Phone#	Hiatus Weeks	Salesperson FAX# 215-567-5938
Fax#		

--- CONTRACT COMMENT ---												
CLIENT: AMERICAN PETROLEUM INSTITUTE SC=*												
LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	M-F	10P-1045P	LATE NEWS	:30	\$1,000.00	11/12-11/16	2	1	2	\$2,000.00	
Buyline Comment: LATE NEWS												
	2	SU	10P-1045P	SUNDAY LATE NEWS	:30	\$1,000.00	11/18-11/18	1	1	1	\$1,000.00	
Buyline Comment: SUNDAY LATE NEWS												

---REPORT TOTALS---

Report Totals: 3 / \$3,000.00

---SALES MONTHLY TOTALS---

Nov 12: 3 / \$3,000.00

Sales Totals: 3 / \$3,000.00

Station Totals: 3 / \$3,000.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---									
Market Totals				\$3,000					
CATV	0%	WAVY	0%	WGNT	0%	WPXV	0%	WTKR	0%
WTVZ	0%	WVBT	100%	WVEC	0%				

---COMPETITIVE COMMENTS---

COMPETITIVE TO FOLLOW

Books	NOV11, MAY12, ENOV12
Demos	RA35+

--- CREDIT RISK ---

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CASH IN ADVANCE